THE CATA ASSOCIATE MEMBER PROGRAM

cata

COMMUNITY ANTENNA TELEVISION ASSOCIATION
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ANNOUNCING: The CATA ASSOCIATE MEMBER DIVISION

The Community Antenna Television Association is pleased to announce the formation of a new Associate's Division for manufacturers, suppliers, and commercial firms connected with the community antenna television industry.

CATA was formulated in July 1973 to serve as a spokesman for the operators of classical community antenna television systems throughout the United States. Today CATA represents hundreds of system owners throughout the United States with combined subscribers of more than 500,000. CATA member systems are typically home-owned CATV systems (the smallest member has 51 subscribers, the largest over 50,000 subscribers), and many CATA members own two or more systems.

CATA is dedicated to the premise that a trade association must do much more than merely represent its members in the political arena. In studying the history of significant trade associations in all areas of American business, we came to the conclusion that the most worthwhile trade associations are those that work constantly for their members in *all facets* of membership endeavors. For this reason, CATA struck out in April of 1974 and introduced THE COMMUNITY ANTENNA TELEVISION JOURNAL (CATJ) to the CATV industry. CATJ has turned out to be one of the best received publications in CATV; in less than eight months it has earned paid subscriptions from more than 3,200 readers, and it continues to grow every day. The format and success of CATJ, a product of CATA, is no secret. CATJ *simply* deals with the *day to day business* of providing television signals to cable subscribers, and because the cash flow of the American CATV system of today depends almost entirely upon the delivery of quality television broadcast signals, there can be no more important item of concern than the delivery of quality television broadcast signals to the home.

In announcing the new Associate Member Division, CATA seeks to provide a forum for the manufacturing, supply and service segments of the CATV industry, a forum which will make use of all of the facilities of CATA and CATJ, and which will create a larger voice in industry affairs for the suppliers to the industry.

NOT A RIP-OFF

CATA resisted the suggestion that we rush into creating an Associate Member program very early in CATA's history. CATA's founders felt then, and now, that the supply segments of the industry were already being victimized by the over preponderance of state, regional and national associations. The *demands* upon the suppliers to support activities and programs, which we felt had very little opportunity for *direct return* to the suppliers, were already too great.

CATA has studied the problem, and we have sought to find a solution which offers to the industry's suppliers something greater than a wall (plaque) or honorable mention in a state association meeting program for their dollars invested. *Because CATA is operated by CATV operators*, who daily deal with the realities of earning a profitable return in their own business activities, we recognize the reluctance of any businessman to join or support a program that does not result in *direct return* for his dollars invested.

For that reason the CATA Associate Member Program has been created on sound business principals with carefully enumerated benefits for the annual Associate Membership fee. All of the benefits are clearly stated, and each potential Associate Member can quickly determine whether he is making an investment, or sending a "gift", for his support of the program.

WHAT DOES IT COST?

The annualized investment in the CATA Associate Member Program is $150.00.

This is for a 12 month period, which begins the day your application is received and accepted. It is not necessarily on a calendar year (i.e. it is for 365 days of membership, starting on the date of your application's acceptance). The annual membership fee is the same fee, regardless of the dollar volume, plant size, employee size, etc. of your firm. And, again, that fee is $150.00 per year.

ABERDEEN COMPA
AEL COMMUNICAT
AMECO INC.
AMERICAN PAMCO
AMPEX CORP.
ANACONDA ELECT
ANDREW CORP.
ANDREWS TOWER
ANIXTER-PRUZAN
ASSOCIATED PRES
AVA ELECTRONICS
AVANTEK INC.
BELDEN CORP.
BLONDER-TONGUE
BROWN ELECTRON
BUCKEYE TELEPH
BURNUP & SIMS IN
CABLE CONSTRUC
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CABLE NEWS
CABLE SPINNING E
CABLE TV SUPPLY
CABLEVISION CON
CADCO INC.
CAMBRIDGE PROD
CASCADE ELECTR
CATEL
C-COR ELECTRONI
CERRO CATV
A.B. CHANCE CO.
COMM/SCOPE COR
COMMUNICATIONS
JERRY CONN & AS
CONRAC DIVISION
CORAL INC.
CUSHCRAFT
DAVCO ELECTRON
DAVIS MANUFACT
DELTA-BENCO-CAS
DOLPHIN COMMUN
DYNAIR ELECTRO
EASTMAN KODAK
EIE/RCA
ENTRON INC.
ESSEX INTERNATI
E-Z WAY PRODUCT
FINNEY CO.
FORT WORTH TOW
GBC CLOSED CIRC
GENERAL CABLE
GENERAL ELECTR
GLENTRONICS
GLOBE-UNION INC
GTE LENKURT INC
GTE SYLVANIA IN
GULTON INDUSTR
HAMLIN INTERNA
HENKELS & McCOY
HEWLETT-PACKAR
INTERNATIONAL
INTERSTATE TELE
ITT
JACKSON COMMUN
JERROLD ELECTR
KAY ELEMETRICS
K'SON CORP.
LINDSAY SPECIALI
LRC ELECTRONICS
MAGNAVOX CATV
MICROWAVE ASSO
MID STATE COMMU
MSI TELEVISION

WHAT ARE THE RETURNS?

All CATA Associate Member firms will receive the following returns on their annualized investment:

(1) All *CATA Associate Members* will be listed, alphabetically, within the pages of The Community Antenna Television Journal under the heading shown below. Associates will be listed in each issue of CATJ free of any charge.
NOTE: Charter Associate Members will be listed in bold face type. A Charter Member firm is one which joins the CATA Associate Member program before January 25, 1975.

(2) Until now, CATJ has *not* devoted any space to the listing of new product information. Our philosophy has been that the magazine-page-space in CATJ has been limited (to 48 or 56 pages per month) and that every available inch of space should be devoted to the primary premise that all data must relate directly to day to day operations of CATV systems.
However, with the expected expansion of CATJ early in 1975 to a monthly page count of 64 pages (or more), additional space *will become available* which will be dedicated on a *limited* basis to the publication of *New Product Releases;* this space will be available *exclusively* to CATA Associate Member firms, and entitled "CATA ASSOCIATE'S SHOWCASE".

(3) All CATA Associate member firms will be entitled to a 5% reduction in display advertising rates in CATJ. This may not seem like a substantial discount, but a careful study of the CATJ Advertising Rate Card will reveal that "frequency discounts" are done in 5% increments. That is, the difference in *rate* for an advertisement of a certain size moves downward in 5% increments from one time (1X) to three time (3X) rates, 3X to 6X rates, and so on. Thus the 5% discount, extended for example to a CATA Associate Member firm utilizing a six time (per year) advertising schedule in CATJ, will result in their being invoiced at the twelve time (12X) rate for all advertising insertions.

(4) Each Associate Member firm will be entitled to a one year subscription to CATJ, for the Associate Member firm or the individual designated by the firm to receive CATJ.

(5) Each Associate Member firm will receive one of the famous CATJ Head End Wall Charts.

(6) Each Associate Member firm will be entitled to special bulk subscription rates to CATJ; wherein subscriptions will be entered to *employees of the member firm* for $6.50 per subscription. There is no top limit on the number of subscriptions which may be entered in this manner.

(7) Each Associate Member firm will be recognized with a membership plaque, suitable for framing.

(8) CATA and the staff of CATJ have been working for nearly eight months on a very unique type of "grass roots CATV *industry personnel training program*", which we will disclose in the spring of 1975. This program will follow in the footsteps of CATJ's *learning by doing* format. It is a very exciting totally new format, and it promises to be very profitable (!!) for Associate Member firms which choose to participate (participation *will be limited* to CATA Associate Member firms).

(9) Finally, CATA is preparing two very important PETITIONS FOR RULE MAKING, which we anticipate submitting to the full Commission for formal consideration around February 15th.
The purpose of the PETITIONS is to create an atmosphere which hopefully will help *free* needless restrictive over-regulation of the classical Community Antenna television systems. We feel that a real effort must be made to "get this industry moving again" and that given the properly designed formula for relaxation of many needless areas of regulation, we anticipate the industry will be able to pull out of its present doldrums.

OAK INDUSTRIES
PANASONIC
PHASECOM CORP.
PLASTOID CORP.
PREFORMED LINE
RAYTHEON DATA
RCA
REPCO PRODUCTS
REUTERS
R F SYSTEMS INC.
RICHEY DEVELOP
RMS ELECTRONIC
ROHN
SADELCO INC.
SCALA RADIO COR
SC ELECTRONICS
SCIENTIFIC ATLA
SHIBADEN CORP.
SITCO ANTENNAS
SOLA ELECTRIC
SONY CORP. OF A
SOUTHERN TELEP
SYSTEMS ENGINE
TEKTRONIX INC.
TELEMATION INC.
TELEMET
TEXSCAN CORP.
THETA-COM OF CA
TIMES WIRE & CA
TOCOM INC.
TOMCO COMMUNI
TONER CABLE EQ
TV CABLE SUPPLY
TRI-EX
R.H. TYLER CO.
U.S. TOWER COMP
UTILITY TOWER C
UTILITY PRODUCT
VAN-LADDER INC.
WAVETEK INDIAN
WESTAY CO.
WINEGARD COMPA
ABERDEEN COMPA
AEL COMMUNICAT
AMECO INC.
AMERICAN PAMCO
AMPEX CORP.
ANACONDA ELECT
ANDREW CORP.
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ANIXTER-PRUZAN
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AVA ELECTRONIC
AVANTEK INC.
BELDEN CORP.
BLONDER-TONGU
BROWN ELECTRON
BUCKEYE TELEPH
BURNUP & SIMS IN
CABLE CONSTRUC
CABLEDATA/U.S.
CABLE NEWS
CABLE SPINNING
CABLE TV SUPPLY
CABLEVISION CO
CADCO INC.
CAMBRIDGE PROD
CASCADE ELECTR
CATEL
C-COR ELECTRON
CERRO CATV

We are circulating, with this story of the CATA Associate Member program, *outlines of these petitions.* Our purpose in circulating these outlines at this time is as follows:

(1) We are sincerely interested in receiving *your comments* on these outlines. The outlines attached are double spaced so that you can pen-in your own comments, suggestions for modifications, or expansion of the outlines.

(2) Because there is considerable strength in unified action, we are also offering Associate Member firms *the opportunity to become a co-sponsor* of one or both petitions with CATA.

We ask that you carefully study the outlines, and make whatever comments or suggestions, expansions or changes you wish on the enclosed forms. Instructions for returning the outlines with your comments, etc. are included with the outlines.

We also ask that you indicate, in the spaces provided, whether your firm wishes to "co-sponsor" one (or both) petitions to the Federal Communications Commission when we file them in mid-February. There are *no* charges or expenses to your firm in becoming a co-sponsor; CATA will carry the cost of the filings as a membership function.

SUMMATION OF RETURN ON INVESTMENT

The Community Antenna Television Association ASSOCIATE MEMBER PROGRAM has been carefully designed to be a very positive program; it is intended to do positive, healthy things for a temporarily ailing industry.

Still, there are also very direct dollar and cent investment returns offered to each firm choosing to become an Associate Member of CATA. We feel this is an essential ingredient in any program that proposes to create returns for any businessman.

The dollar and cents returns depend to a certain extent upon the degree of participation by any firm; i.e. the greater the participation, the greater the return on the static annual membership fee of $150.00 per year.

Two different (example) levels of participation are detailed here for your own study of the return.

(A) *ASSOCIATE MEMBER "A"* — (*No* CATJ advertising schedule)

(1) Monthly listing (12 months) in CATA ASSOCIATE MEMBER ROSTER, in CATJ; based upon classified section advertising rates, this has an annualized value of $72.00

(2) Annualized useage of CATA ASSOCIATE MEMBER SHOWCASE for new product releases, based upon two products per year, each taking 1/8th of a page of space, computed at the commercial display advertising space rate of $104.00 per 1/8th page, an annualized value of $208.00

(3) One year subscription to CATJ, an annualized value of $10.00

(4) One copy of CATJ Head End Wall Chart, value of $5.00

Total Direct Return *$295.00*

This is a return of 197% on the annual Associate Membership fee of $150.00.

(B) *ASSOCIATE MEMBER "B"* — (Using six advertisements of 1/2 page in CATJ)

(1) Monthly listing (12 months) in CATA ASSOCIATE MEMBER ROSTER, in CATJ, based upon classified section advertising rates, this has an annualized value of $72.00

(2) Annualized useage of CATA ASSOCIATE MEMBER SHOWCASE for new product releases, based upon two products per year, each taking 1/8th of a page of space, computed at the commercial display advertising space rate of $104.00 per 1/8th page, an annualized value of $208.00

(3) Five percent discount on six advertisements of 1/2 page each, a savings of $15.00 per 1/2 page or $90.00 per year, a value of $90.00

(4) One year subscription to CATJ, an annualized value of $10.00

(5) One copy of CATJ Head End Wall Chart, value of $5.00

Total Direct Return *$385.00*

A.B. CHANCE CO.
COMM/SCOPE CORP
COMMUNICATIONS
JERRY CONN & ASS
CONRAC DIVISION
CORAL INC.
CUSHCRAFT
DAVCO ELECTRON
DAVIS MANUFACTI
DELTA-BENCO-CAS
DOLPHIN COMMUN
DYNAIR ELECTRO
EASTMAN KODAK
EIE/RCA
ENTRON INC.
ESSEX INTERNATI
E-Z WAY PRODUCT
FINNEY CO.
FORT WORTH TOW
GBC CLOSED CIRC
GENERAL CABLE C
GENERAL ELECTRI
GLENTRONICS
GLOBE-UNION INC.
GTE LENKURT INC.
GTE SYLVANIA INC
GULTON INDUSTRI
HAMLIN INTERNA
HENKELS & McCOY
HEWLETT-PACKAR
INTERNATIONAL V
INTERSTATE TELE
ITT
JACKSON COMMUN
JERROLD ELECTR
KAY ELEMETRICS
K'SON CORP.
LINDSAY SPECIALI
LRC ELECTRONICS
MAGNAVOX CATV
MICROWAVE ASSO
MID STATE COMMU
MSI TELEVISION
OAK INDUSTRIES
PANASONIC
PHASECOM CORP.
PLASTOID CORP.
PREFORMED LINE
RAYTHEON DATA
RCA
REPCO PRODUCTS
REUTERS
R F SYSTEMS INC.
RICHEY DEVELOPM
RMS ELECTRONICS
ROHN
SADELCO INC.
SCALA RADIO COR
SC ELECTRONICS I
SCIENTIFIC ATLAN
SHIBADEN CORP.
SITCO ANTENNAS
SOLA ELECTRIC
SONY CORP. OF AM
SOUTHERN TELEPI
SYSTEMS ENGINEE
TEKTRONIX INC.
TELEMATION INC.
TELEMET
TEXSCAN CORP.
THETA-COM OF CA
TIMES WIRE & CAB

This is a return of 25% on the annual Associate Membership fee of $150.00.

Of course firms which utilize 12 full pages per year in CATJ and have 25 employee subscriptions to CATJ have even greater returns on their annual CATA ASSOCIATE MEMBERSHIP, as high as $682.00 on the annual membership fee, or a return of 456%. In today's money market, that is a very substantial return!

These are direct, *measureable* returns...returns based upon simple, straight forward accounting procedures, not taking into account *any* good will, or fringe benefits that may accrue from being an Associate Member of CATA.

THE FIRST STEP...

Directly following this explanation of how the new CATA ASSOCIATE MEMBER PROGRAM works is an application blank for your firm to complete.

This form, with your corporate check for $150.00 should be returned to the Community Antenna Television Association.

NOTE: Applications received on or before January 25th will become *Charter Associate Members*, and their listings in the CATA ASSOCIATE MEMBER ROSTER will be accorded bold face print in recognition of the Charter Member status.

THE SECOND STEP...

And directly following the CATA Associate Member Application blank is an outline of the two PETITIONS FOR RULE MAKING which CATA asks you to study and make comments.

Note the material is double spaced to allow room for your comments and suggestions. Following each of the two petitions are forms on which you are to indicate whether your firm wishes to be listed on the PETITION to the FCC as a "co-sponsor" or not.

Please return these outlines with your comments so that they reach CATA on or before January 25th. We will take all returned comments and prepare the final PETITIONS at that time. You will receive a copy of the final petitions back before February 15th, and an opportunity to "second" your co-sponsor classification if you have indicated a willingness to be so-listed on the final petition.

THE THIRD STEP...

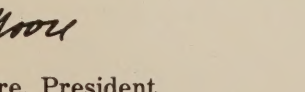
The first "edition" of the CATA ASSOCIATE MEMBER ROSTER will appear in the February issue of CATJ. All Charter Members (i.e. those who join on or before January 25th) are assured that they will be listed in that first edition of the Roster. Additionally, a short feature article describing the Associate Member Program will also appear in the February issue, with special mention of the Charter Members to the program.

IN SUMMATION...

I welcome your comments and suggestions regarding not only the CATA Associate Member Program outlined here, but further suggestions you might have for ways in which CATA can be of service to your needs.

Our goal with this program is to "weld stronger bonds of mutual interest and effort" for an industry which has too long seen derisive splits and factions that overall have contributed nothing to the health of our industry. We believe it is time for all segments of the industry to join together *in those areas* where we can find *common goals* and work together for the mutual benefits we all seek.

Most sincerely,
CATA, Inc. — COMMUNITY ANTENNA TELEVISION ASSOCIATION, INC.



Kyle D. Moore, President

TOCOM INC.
TOMCO COMMUNIC
TONER CABLE EQU
TV CABLE SUPPLY
TRI-EX
R.H. TYLER CO.
U.S. TOWER COMPA
UTILITY TOWER C
UTILITY PRODUCT
VAN-LADDER INC.
WAVETEK INDIAN
WESTAY CO.
WINEGARD COMPA
ABERDEEN COMPA
AEL COMMUNICAT
AMECO INC.
AMERICAN PAMCO
AMPEX CORP.
ANACONDA ELECT
ANDREW CORP.
ANDREWS TOWER
ANIXTER-PRUZAN
ASSOCIATED PRES
AVA ELECTRONICS
AVANTEK INC.
BELDEN CORP.
BLONDER-TONGUE
BROWN ELECTRON
BUCKEYE TELEPH
BURNUP & SIMS IN
CABLE CONSTRUC
CABLEDATA/U.S. C
CABLE NEWS
CABLE SPINNING E
CABLE TV SUPPLY
CABLEVISION CON
CADCO INC.
CAMBRIDGE PROD
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DOLPHIN COMMUN
DYNAIR ELECTRO
EASTMAN KODAK
EIE/RCA
ENTRON INC.
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FINNEY CO.
FORT WORTH TOW
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GLENTRONICS
GLOBE-UNION INC.
GTE LENKURT INC
GTE SYLVANIA INC
GULTON INDUSTR
HAMLIN INTERNA
HENKELS & McCOY

COMMUNITY ANTENNA TELEVISION ASSOCIATION, INC.
4209 NW 23rd, Suite 106
Oklahoma City, Oklahoma 73107

(405) 947-7664

Explanatory: The Community Antenna Television Association will, on approximately February 15, 1975, file two petitions with the FCC seeking "Proposed Rule Making". Both petitions will deal with some aspect of freeing the 'Community Antenna Television segment' of the CATV industry, immediately and quickly, from the present over-regulation which has stunted this industry and made it impossible for basic CATV systems supplying normal off-the-air television relay functions to operate.

Premise - Petition One

The prologue to the petition will trace the history of FCC regulation of CATV microwave delivery services, and show, from the initial Carter Mountain Transmission Company decision to the present time the Commission has abdicated its responsibility under Section 303-G of the Communications Act of 1934 to provide for "expanded and innovative uses of radio" to make "the benefits of radio available to as many people as possible". The prologue will show that all of the Commission's decisions relative to microwave signal carriage and transmission have been based to a large extent on a protectionism policy in favor of the established over the air broadcasting industry, and that where there have been no short or long term objectives in mind by the CATV operator but the expansion of basic over the air television services to inadequately or under-served areas; the Commission has none the less acted to the detriment of the viewer.

The prologue will point out that in decision after decision, citing decisions, the Commission has ignored the "real owners" of the airwaves, i.e. the public, in favor of "temporary user/owners" of the airwaves; the broadcasters.

The proposal will point out that even today hundreds and hundreds of communities of all sizes, but basically small communities, suffer from a lack of diversified communication outlets. And the proposal will show

PETITION NUMBER ONE:

Outline - Page two

that in addition to the restrictive regulatory aspects of "containment of microwave delivery systems" for CATV, that an equally real containment exists through economic barriers.

The petition will recognize the existence of a CARS-BAND microwave service for CATV, but will point out that economic barriers of this service make it unsuitable for small, rural, communities.

Proposal - Petition One

It will be proposed that a new COMMUNITY ANTENNA TELEVISION RELAY SERVICE be created by the Commission, for the exclusive use of CATV systems operating in that service (see Petition Two for Proposal To Create new COMMUNITY ANTENNA TELEVISION SERVICE).

It will be proposed that this new Community Antenna Television Relay Service (CARTS) be established on a shared, non-interference basis with the existing Instructional Television Fixed Service (ITFS); operating in the frequency band allocation 2,500 / 2,690 MHz. And that CARTS use of this frequency range be predicated upon CARTS systems creating no interference to existing or future users of the ITFS service.

It will be proposed that the purpose of this CARTS be to allow systems operating in the Community Antenna Television Service (CATS) to provide to their communities television signals for coaxial cable distribution, as authorized by the appropriate rules of the Community Antenna Television Service (see Petition Number Two).

Specifics of Proposal / Petition One

Petition will propose that a CARTS system be authorized for operation by any owner/operator of a Community Antenna Television Service system, provided only that the signals which it will relay shall be those signals allowed to such a system under signal carriage rules proposed in Petition Number Two.

PETITION NUMBER ONE:

Outline - page three

Petition will propose that ownership be by either an individual system, or, by a non-profit corporation formed for the expressed purpose of providing such service to two or more CATS systems, on a cost-charing basis.

Petition will propose that when and where possible, that operation of such systems be combined in geographic area in the interest of conserving valuable frequency spectrum space, and that such operations be limited by the Commission to shared use of the same facilities on a joint non-profit ownership basis where respective parties in the same area can share the same facilities in lieu of separate, spectrum-wasting systems.

Petition will propose that operation of such systems be authorized on an unattended basis, generally following the rules established for the ITFS service (74.934 (a) (1), and, that operation be permitted by hetrodyne processing (i.e. frequency mixing of one or more channels to the desired licensed output frequency), linear amplification (i.e. same input and output frequency for repeater stations), or base-band video/audio to output frequency RF; generally per the regulations for the ITFS service (74.934 (a) (2)).

Petition will propose that amplitude (A5) video modulation and frequency (F3) audio modulation be permitted; as generally provided for the ITFS service in 74.936 (a).

Petition will propose the use of directional antennas on both transmitting and receiving stations; that mixed combinations of vertical, horizontal, right-hand circular and left-hand circular polarization be authorized so as to allow systems to engineer their systems for interference minimization between co-users of the service; as generally provided for users of the ITFS service in sections 74.937 and 74.937 (e).

Petition will propose that power limits be no more than is required for adequate

signal to noise ratios plus fade margins at the receiving sites, but that in no case shall the transmitter final amplifier power exceed the ten (10) watt limit placed on ITFS users (74.935).

Petition will propose that the same channel assignments now in effect for the ITFS service be allocated to the CARTS use, with the following change:

(1) Present ITFS assignments are in blocks of four channels, with (for example) Group "A" channels as follows:

Channel A-1 ... 2500-2506 MHz Channel A-3 ... 2524-2530 MHz

Channel A-2 ... 2512-2518 MHz Channel A-4 ... 2536-2542 MHz

Thus present ITFS assignments are standard 6 MHz assignments, based upon use of alternate 6 MHz segments. This allows users of ITFS to program four separate 6 MHz wide channels in such a manner that when the transmissions are received a "block converter" located on the receiving antenna converts the received channels from their 2500 MHz range to VHF channels 7,9,11 and 13.

This is a good concept, which it will be proposed the CARTS service retain, since it lends itself to inexpensive block conversion to VHF television cable channels for distribution with a minimum of receiving point processing required.

(2) However, to further minimize the opportunity for interference between present ITFS users and the proposed CARTS users, it is proposed that channel assignments, following the ITFS assignments table, be moved up 3 MHz. It has been shown that descrete interfering carriers located as much as 3.0 MHz away from a desired carrier create a very low level of interference (i.e. visual carrier beat or herringbone beat). This 3.0 MHz "offset" coupled with directional antennas, and four combinations of transmitted signal polarization (i.e. vertical, horizontal, right hand

circular and left hand circular) plus reasonably good system engineering will provide system planners with ample engineering "tricks" to design systems so that interference between CARTS and ITFS, or vice-versa, or between CARTS and CARTS can be all but eliminated.

(3) The CARTS assignments proposed then are as follows:

(A) General Frequency Band - 2500/2690 MHz

(B) Channel Group AA

AA-1 ... 2503-2509 MHz AA-3 ... 2527-2533 MHz

AA-2 ... 2515-2521 MHz AA-3 ... 2539-2545 MHz

...

Channel Group BB

BB-1 ... 2509-2515 MHz BB-3 ... 2733-2739 MHz

BB-2 ... 2521-2527 MHz BB-4 ... 2545-2551 MHz

...

Channel Group CC

CC-1 ... 2551-2557 MHz CC-3 ... 2575-2581 MHz

CC-2 ... 2563-2569 MHz CC-4 ... 2587-2593 MHz

...

Channel Group DD

DD-1 ... 2557-2563 MHz DD-3 ... 2581-2587 MHz

DD-2 ... 2569-2575 MHz DD-4 ... 2593-2599 MHz

...

Channel Group EE

EE-1 ... 2599-2605 MHz EE-3 ... 2623-2629 MHz

EE-2 ... 2611-2617 MHz EE-4 ... 2635-2541 MHz

PETITION NUMBER ONE:

Outline - page six

Channel Group FF

FF-1 ... 2605-2611 MHz FF-3 ... 2629-2635 MHz

FF-2 ... 2617-2623 MHz FF-4 ... 2641-2647 MHz

This will provide 24 simultaneous channels of service in any one area at one time, with good enginneering practices. At the same time, it provides channels in logical four-channel groups which can be block converted to standard VHF television frequencies with low cost receiving equipment.

By providing for block input converting, off-the-air channels to be relayed via CARTS can also be block-converted into the appropriate four channel group in the 2500 MHz band at the transmitter; a further considerable cost savings, and ultimately a method of making quality, microwave relayed service available to a wide range of small communities.

The petition will further propose that the remaining portion of the frequency allocation, or 2647-2690 MHz, be set aside for single channel utilization for this situations where a system requires only one or two channels of relayed service.

The petition will suggest that the allocations table for these additional channels be as follows:

Channel GG-1 ... 2647-2653 MHz Channel GG-5 ... 2671-2677 MHz

Channel GG-2 ... 2653-2659 MHz Channel GG-6 ... 2677-2683 MHz

Channel GG-3 ... 2659-2665 MHz Channel GG-7 ... 2683-2689 MHz

Channel GG-4 ... 2665-2671 MHz

Summary - Petition One

Very heavy petition data will be presented on the economic aspects of the proposal, citing the ready low-cost availability of equipment in the 2,500-2,690 MHz range, having the same requirements necessary as the proposed CARTS would require. This, we will point out, will greatly reduce the costs and tool-up times required for the service.

PETITION NUMBER ONE:

Outline - page seven

COMMENTS .... PLEASE !!!

The Community Antenna Television Association seeks your comments and guideance on this petition. You are invited to:

(1) Review the petition outline

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(3) Return the petition, with your notations, to CATA, Inc. so it will arrive prior to January 25, 1975. All comments received will be carefully reviewed and where possible, will become part of the formal petition as filed with the Federal Communications Commission on or about February 15, 1975.

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___My firm is opposed to this petition.

Your Name _____

Name of Firm _____

Address _____

Town _____ State _____ Zip _____

Your Title _____ Date _____

Return to: Community Antenna Television Association (CATA)
4209 NW 23rd, Suite 106
Oklahoma City, Oklahoma 73107 (405) 947-7664

COMMUNITY ANTENNA TELEVISION ASSOCIATION, INC.
4209 NW 23rd, Suite 106
Oklahoma City, Oklahoma 73107

(405) 947-7664

Outline: Petition Number Two

Explanatory: The Community Antenna Television Association will, on approximately February 15, 1975, file with the FCC two petitions seeking "Proposed Rule Making". Both petitions will deal with some aspect of freeing the 'Community Antenna Television segment' of the CATV industry, immediately and quickly, from the present over-regulation which has stunted this industry and made it impossible for basic CATV systems supplying normal off-the-air television relay functions to operate.

Premise - Petition Two

The prologue to the petition will trace the history of the FCC's regulation of CATV, starting with the Carter Mountain microwave case in 1963. It will show that through Commission actions, supported to a large extent by the general 'aura' of trade press reports in the 1965-1972 era, and, in-depth financial analysis of CATV in that same era, have been based almost exclusively upon the premise that CATV was really 'broadband cable communication'. The prologue will further show that while this may have been true for one narrow segment of the CATV industry, that the vast majority of CATV systems were then providing and today continue to provide nothing more complex than the basic master/community antenna service.

The prologue will then point out that the rules and regulations finally adopted in February 1972 were in truth rules designed to regulate a 'broadband cable communication industry', not a Community Antenna Television Industry. And that by virtue of the rules, the classic Community Antenna Television system has been heavily discriminated against, and faces total extinction. And that this loss, to the American television viewing public which depends upon this service for its television reception, would likely be permanent.

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Proposal - Petition Two

The proposal will point out that based upon two decisions of the United States Supreme Court, the classical "Community Antenna Television System" functions on the side of the viewer and is considered a part of the viewing function, not a part of the transmitting function.

It will be proposed that the Commission separate, for regulatory purposes, the present CATV industry into two, distinct, industries, as follows:

(1) Broadband Cable Communications - A regulated service which may (or maynot) make some use of cable-relayed reception of off-the-air (broadcast) television, but which depends to a large extent on its function as an originator of cable transmitted material (i.e. performs as a 'transmitter' or disseminator of information). This industry, which CATA suggests is presently regulated through the Cable Television Bureau and present Part 76 of the rules, would continue to function as it does today.

(2) Community Antenna Television Service - A regulated service that functions as a coaxial relay system for television broadcasts, radio broadcasts and which originates no programming on a regular basis except of an automated, informational nature intended solely for the education or news-enlightenment of its subscribers.

It will be proposed that the new Community Antenna Television Service be defined as follows:

(1) A coaxial cable relay service functioning in a community more than 35 miles from the designated coordinate points of any Top 50 market city, as defined (presently) in Part 76.51 (a);

(2) Or, any coaxial cable relay service functioning in a community of 20,000 population or less, located within the 35 mile zone of any Top 50 market

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city, as (presently) defined in Part 76.51 (a).

It will be proposed that the new Community Antenna Television Service be granted "permissible signal carriage" on a single, nationwide basis, as follows:

(1) Any Community Antenna Television Service system shall be allowed to carry the full schedule of programs received by the system from any and all stations which the system operator is able to receive directly off-of-the-air at an initial system-reception point no more than 15 miles distant from the nearest boundary of the franchised area which the system is certified to serve by the Commission;

(2) However, in no case shall a Community Antenna Television Service system be prevented from cable distribution of the full schedule of programs from the nearest in-state full time network affiliate for each of the three primary networks (ABC, CBS, NBC) or from the full schedule of programs from the nearest in-state educational/public television broadcasting station, or from the two nearest in-state independent (i.e. non-network) television broadcast stations, and where there are not two such in-state stations available, then the Community Antenna Television Service system shall be allowed full time carriage of all programs broadcast by the two nearest, available, independent television broadcast stations.

And where such service is not available at a point within 15 miles of the nearest franchise-area boundary of the community to be served, the Community Antenna Television Service system may employ the services of the (new) Community Antenna Television Relay Service to make such signals available to said community (see Petition One).

It will be proposed that the new Community Antenna Television Service function

with a minimum of technical requirements, with the "marketplace" determining the nature, type, and extent of services or channel-services required, as follows:

(1) That Community Antenna Television Service systems be required to provide no more than 12 standard-assignment VHF channel capacity; however, with the provision that where it can be shown by the operator that because of the economic framework of his area, region, or a portion thereof, and because of the non-availability of more than five channels of reception service to his system, that systems may function with five channel capacity until such time as the operator determines that additional signal carriage capacity is required and economically feasible.

(2) That annualized technical compliance measurements be required, but that these measurements be limited to those measurements which can be performed with adequately designed Signal Level/Field Strength Meters, and visual analysis of system signals with standard reference signal charts. And that a reporting system be inaugerated which combines annual ownership/operational reporting (i.e. similar to present form 325) with an annualized engineering/certificate of performance report; and that this combined annual report be the only report required between the system operator and the regulatory agency.

It will be proposed that the new Community Antenna Television Service be totally regulated by a single, federal, agency and that initial pre-emption of all state and local regulation except that noted below be instituted. The exception would be:

(1) All Community Antenna Television Service systems shall first obtain from the local municipal authorities an 'easement-permit' to function within either the municipal boundaries or within locally designated areas that might include or be totally made up of non-incorporated entities, prior to

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making a filing with the federal reulatory agency.

Further, it will be proposed that the procedure established for filing with the federal regulatory agency be primarily a "reporting function" which will make provision only for the Community Antenna Television Service system notifying the federal agency of its receipt of a local "permit" to operate, and the pledge of the "permittee" to abide by the signal carriage rules pertaining to the (new) service. Additionally, it will be proposed that:

(1) Any system receiving a local "permit" for operation, and filing the appropriate notice with the federal regulatory agency within 30 days of receipt of that "permit" be allowed to immediately commence construction and operation of that system.

Summary - Petition Two

The intent of this petition will be to remove all of the confusion, double standards and signal carriage provisions which require extensive individual interpretation by the Commission.

By establishing a simple, straight forward, market-place regulatory scheme for the basic Community Antenna Television Service, all communities and all areas will function under the same, standard, easily administered rules and regulations.

For the Commission to adopt such a straight forward approach to regulation of this new industry will require the Commission to be innovative, and receptive to the concept that it may have erred in the past in dealing with CATV as a single industry.

. . . . .

NOTE: See attached page for instructions as to making suggestions on this petition outline, and, becoming a co-sponsor of this petition.

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COMMENTS .... PLEASE!!!

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